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1. A method for generating a recommendation of a program, said method comprising:

receiving a first program record corresponding to a first program; retrieving a plurality of program records from a database; determining a second program record of the plurality of program records that qualifies as a nearest neighbor of the first program record; and generating a recommendation of the first program based on the second program record.

2. A method for generating a recommendation of a program, said method comprising:

receiving a first program record corresponding to a first program;
retrieving a plurality of program records from a database;
determining a N number of program records of the plurality of
program records that qualify as the nearest neighbors of the first program record;
and

generating a recommendation of the first program based on the N number of program records

3. A method for generating a recommendation of a program, said method comprising:

receiving a first program record corresponding to a first program;
retrieving a plurality of program records from a database;
determining a cluster of program records of the plurality of program
records that qualifies as a nearest neighbor of the first program record; and
generating a recommendation of the first program based on the
cluster of program records

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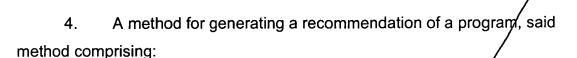
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receiving a first program record corresponding to a first program, the first program record including at least one key field, each key field including two or more partitions; and

converting each key field of the first program/record into a feature value.

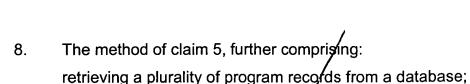
- 10 5. The method of claim 4, further comprising:

  determining a distance of each feature value of the first program
  record to each partition of a corresponding key field.
  - 6. The method of claim 5, further comprising:
    retrieving a plurality of program records from a database;
    determining a second program record of the plurality of program
    records that qualifies as a nearest neighbor of the first program record as a
    function of the distance of each feature value of the first program record to each
    partition of a corresponding key field; and

generating a recommendation of the first program based on the second program record.

7. The method of claim 5, further comprising:
retrieving a plurality of program records from a database;
determining N number of program records of the plurality of
program records that qualify as a nearest neighbors of the first program record
as a function of the distance of each feature value of the first program record to
each partition of a corresponding key field; and

/generating a recommendation of the first program based on the N number of program records.



records that qualify as a nearest neighbors of the first program record as a function of the distance of each feature value of the first program record to each partition of a corresponding key field; and

determining a cluster of program records of the plurality of program

generating a recommendation of the first program based on the cluster of program records.

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9. A computer system for generating a recommendation of a program, said computer comprising:

a database storing a plurality of program records; and

a module operable to determine a first program record of the plurality of program records that qualifies as a nearest neighbor of a second program record in response to a reception of the second program record by said computer system, said module further operable to generate a recommendation of the program based on the first program record.

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10. A computer system for generating a recommendation of a program, said computer comprising:

a database storing a plurality of program records; and

a module operable to determine a N number of program records of the plurality of program records that qualify as the nearest neighbors of a first program record in response to a reception of the first program record by said computer system, said module further operable to generate a recommendation of a program corresponding to the first program record based on the N number of program/records.

11. A computer system for generating a recommendation of a program, said computer comprising:

a database storing a plurality of program records; and
a module operable to determine a cluster of program records of the
plurality of program records that qualifies as a nearest neighbor of a first program
record in response to a reception of the first program record by said computer
system, said module further operable to generate a recommendation of a
program corresponding to the first program record based on the cluster of

10 program records.

12. A computer system for generating a recommendation of a program, said computer system comprising:

a first module operable to receive a first program record corresponding to a first program, the first program record including at least one key field, each key field including two or more partitions,

wherein said first module is further operable to convert each key field of the first program record into a feature value; and a database storing a plurality of program records.

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13. The computer system of claim 12, wherein said first module is further operable to determine a distance of each feature value of the first program record to each partition of a corresponding key field.

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14. The computer system of claim 13, further comprising:
a second module operable to determine a second program record
of the plurality of program records that qualifies as a nearest neighbor of the first
program record as a function of the distance of each feature value of the first
program record to each partition of a corresponding key field, said second
module further operable to generate a recommendation of the first program
based on the second program record.

15. The computer system of claim/13, further comprising:
a second module operable to determine N number of program
records of the plurality of program records that qualify as a nearest neighbors of
the first program record as a function of the distance of each feature value of the
first program record to each partition of a corresponding key field, said second
module further operable to generate a recommendation of the first program
based on the N number of program records.

16. The method of claim 13, further comprising:
a second module operable to determine a cluster of program
records of the plurality of program records that qualify as a nearest neighbors of
the first program record as a function of the distance of each feature value of the
first program record to each partition of a corresponding key field, said second
module further operable to generate a recommendation of the first program
based on the cluster of program records.

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17. A computer program product in a computer readable medium for generating a recommendation of a program, said computer program product comprising:

computer readable code for receiving a first program record corresponding to a first program;

computer readable code for retrieving a plurality of program records from a database;

computer readable code for determining a second program record of the plurality of program records that qualifies as a nearest neighbor of the first program record; and

computer readable code for generating a recommendation of the first program based on the second program record.

18. A computer program product in a computer readable medium for generating a recommendation of a program, said computer program product comprising:

computer readable code for receiving a first program record corresponding to a first program;

computer readable code for retrieving a plurality of program records from a database;

computer readable code for determining a N number of program records of the plurality of program records that qualify as the nearest neighbors of the first program record; and

computer readable code for generating a recommendation of the first program based on the N number of program records.

- 19. A computer program product in a computer readable medium for generating a recommendation of a program, said computer program product comprising:
- computer readable code for receiving a first program record corresponding to a first program;
  - computer readable code for retrieving a plurality of program records from a database;
- computer readable code for determining a cluster of program

  records of the plurality of program records that qualifies as a nearest neighbor of the first program record; and
  - computer readable code for generating a recommendation of the first program based on the cluster of program records.